

Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



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TO: Maryland Lottery and Gaming Control Commission
Gordon Medenica, Director

FROM: Carole Gentry, Managing Director of Communications

DIVISION: Communications

DATE: January 16, 2018

SUBJECT: Report for the January 2018 Commission Meeting

Following is a status update of ongoing and special projects in the Communications Division:

MEDIA RELATIONS

Key accomplishments last period:

News Articles:

More than 25 articles on the Maryland Lottery and/or Maryland's casinos were published in the past month by local/regional/industry publications and on news/blog websites, including the Baltimore Sun, Baltimore Business Journal, WBAL-TV, WJZ-TV and more.

As the new lead director for the Mega Millions consortium, ML&G Director Medenica was quoted in several national publications regarding the growing jackpot and the \$450 million jackpot win in Florida on January 5. Those publications include, among others, The Associated Press, Reuters and Good Morning America. The Communications team sent Mega Millions press releases to national media contacts as well as to member lotteries across the country.

Winner Interviews and News Releases:

Communications staff interviewed more than 30 winners of \$20,000 or more in the past month. News releases were written on those winners and were posted on the Lottery website and/or sent to the media. Communications staff issued a press release on 1/5 to report the December 2017 casino revenue figures.

Daily News Headlines:

Communications staff sent daily news clip emails to Maryland Lottery and Gaming staff and members of the Commission during each day of the 5-day workweek. Each email contained links to multiple media articles covering the lottery and gaming industries.

Broadcast Opportunities:

Communications staff member Doug Lloyd appeared on the monthly Lottery Update segment on WBAL-TV on 12/30 to discuss upcoming games and promotions. Doug also recorded a similar segment that aired on WMAR-TV on 1/9. Director Gordon Medenica recorded interviews with WBAL-TV and WJZ-TV during the first week of January regarding the Mega Millions and Powerball jackpot rolls that resulted in historic jackpots for each game. Managing Director of Communications Carole Gentry recorded an interview with WJZ-TV on 1/5 regarding the jackpots and December 2017 casino revenues. Communications staff member Gail Pelovitz visited Frederick on 1/5 for a live TV interview with WDVM (Hagerstown) regarding the Mega Millions and Powerball jackpots, and also recorded interviews with radio stations WFRE and WAFY in Frederick.

Winner Awareness:

In addition to winner interviews, blog posts and media alerts, Communications continued to focus on its overall winner awareness campaign using social media (Facebook, Twitter and Instagram) to highlight smaller lottery prizes won by attendees at various events.

Upcoming tasks for this period:

Broadcast Opportunities:

Communications staff members Roslyn Lane and Doug Lloyd will be featured in the next Lottery Update segment on WBAL-TV on 1/27. Roslyn will appear in the studio and Doug will be on location at the Maryland State Police Polar Bear Plunge at Sandy Point State Park in Annapolis.

EVENTS AND SECOND-CHANCE PROMOTIONS

Key accomplishments last period:

Events and Community Outreach:

The Communications team, along with sales, set up a booth, interacted with patrons, promoted various products and (at most events) sold tickets at:

- The Eleventh Hour, Annapolis – 12/21
- Baltimore Ravens vs. Indianapolis Colts football game, Baltimore – 12/23
- Baltimore Ravens vs. Cincinnati Bengals football game, Baltimore – 12/31

Second-chance Promotions:

Communications staff member Gail Pelovitz continued work on procedures and fulfillment of all Lottery second-chance contests.

Upcoming tasks for this period:

Events:

The Communications staff will manage the Lottery's presence at the following upcoming events:

- University of Maryland vs. Minnesota basketball game, College Park – 1/18
- Polar Bear Plunge, Annapolis – 1/27
- Timonium Motorcycle Show, Timonium – 2/9 through 2/11
- Gumbo Fest, Annapolis – 2/11
- Towson University vs. Delaware basketball game, Towson – 2/15
- Winter Wine Expo, Bel Air – 2/18

Second-chance Promotions:

Communications staff member Gail Pelovitz will continue working on procedures and fulfillment of all of the agency's second-chance contests.

CORRESPONDENCE, NEWSLETTERS, PIA REQUESTS AND COMMUNICATIONS

Key accomplishments last period:

Correspondence:

More than 100 e-mail inquiries and letters were received and answered by Communications staff.

Public Information Act Requests:

Communications staff completed responses to numerous PIA requests with assistance from the Attorney General's Office and other Agency staff.

Newsletters:

During December, Communications staff members completed and distributed the latest issues of the Gazette employee newsletter and the quarterly Retailer Report newsletter, and began the writing and production of the next editions of both publications.

"Retailer Corner:"

Posted twice-weekly blog entries on the "Retailer Corner" section of mdlottery.com.

Upcoming tasks for this period:

Correspondence:

Continue providing timely, accurate and complete responses to e-mail and other written inquiries.

Public Information Act Requests:

Continue providing timely, accurate and complete responses to PIA requests.

Newsletters:

Continue the writing and production of the next Gazette employee newsletter and Retailer Report newsletter.

DRAWINGS MANAGEMENT

Key accomplishments last period:

Daily Drawings:

The Lottery's twice-daily drawings of Pick 3/Pick 4, the daily drawings of Bonus Match 5 and 5 Card Cash and the twice-weekly drawings of Multi-Match were conducted successfully. The drawings team also ensured that winning numbers for those games, as well as multi-state games, Powerball, Mega Millions and Cash4Life were posted on mdlottery.com, the Lottery's mobile device apps and winning numbers phone line.

Upcoming tasks for this period:

Daily Drawings:

The drawings team will continue to conduct daily drawings and publish winning numbers, and will be planning the next live remote drawing, which has not yet been scheduled. Members of the drawings and Communications team are working with our TV drawings partner, WBAL to review all creative elements associated with the execution of the drawings as well as a redesign of the set and studio.